

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Mariko ADUMA et al. Examiner: Michael Misiaszek

Application No.: 10/790,249 Group Art Unit: 3625

Filed: March 2, 2004 Confirmation No.: 9890

For: PRODUCT INFORMATION CONTRAST

SYSTEM

AMENDMENT UNDER 37 CFR 1.111

MS Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

This is in response to the non-final Office Action dated January 4, 2007 (Paper No. 20061222). Reconsideration and allowance of the pending claims, as amended, in light of the remarks presented herein are respectfully requested.

Amendments to the Claims begin on page 2.

Remarks/Arguments begin on page 5.